

## VISITOR CHARACTERISTICS BY ACCOMMODATION

*HOTEL ONLY VISITOR*

*CONDOMINIUM ONLY VISITOR*

*CRUISE SHIP VISITOR*



## VISITOR CHARACTERISTICS BY ACCOMMODATION

**HOTELS ONLY:** Of the total 6,303,791 visitors in 2001, 61.7 percent chose hotels as their only means of accommodation while in the islands. There were more domestic visitors (56.9%) than international visitors (43.1%) staying exclusively in hotels. Close to 55 percent were repeat visitors to Hawaii. The majority purchased group or package tours while 37.7 percent were true independent travelers. Compared to 2000, arrivals from this group of visitors declined for all islands except for Molokai (+1.6%).

This group spent the most time on Oahu (5.93 days) followed by Maui (5.68 days), the Big Island (5.14 days), Kauai (4.78 days), Lanai (4.78 days) and Molokai (3.80 days).

Pleasure was the primary reason for their trip to Hawaii, accounting for 80.5 percent of all hotel only visitors. MCI travels comprised 9.3 percent of the total for this group.

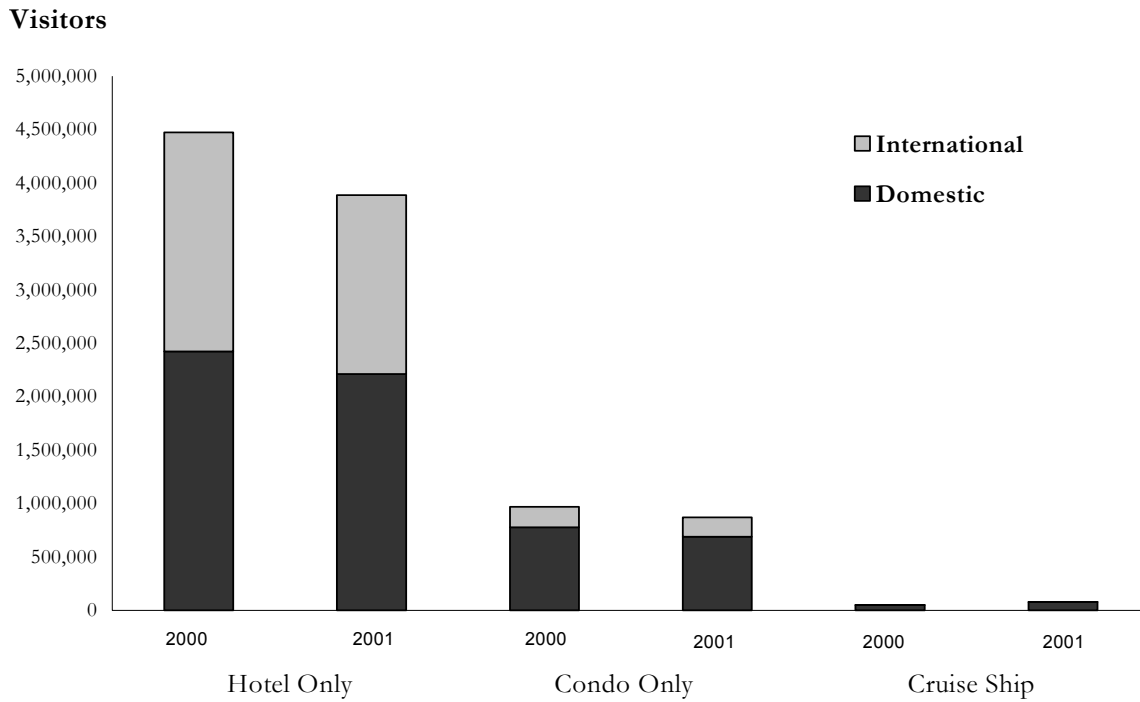
**CONDOMINIUMS ONLY:** A total of 872,162 visitors stayed exclusively in condominiums in 2001, down 10 percent from the previous year. The majority (78.9%) were from the domestic market and 69.8 percent were true independent travelers. Over half (51.4%) of the visitors went to Maui, 36.5 percent visited Oahu, 17.8 percent visited Kauai while 14.4 percent visited the Big Island.

In general, this group of visitors spent more time in Hawaii than their hotel only counterpart. Condo only visitors stayed the longest on Maui (9.73 days), followed by Oahu (9.32 days), the Big Island (9.23 days), Kauai (8.44 days), Lanai (5.88 days) and Molokai (5.74 days).

Most (90.8%) of the visitors in this group traveled to Hawaii for pleasure.

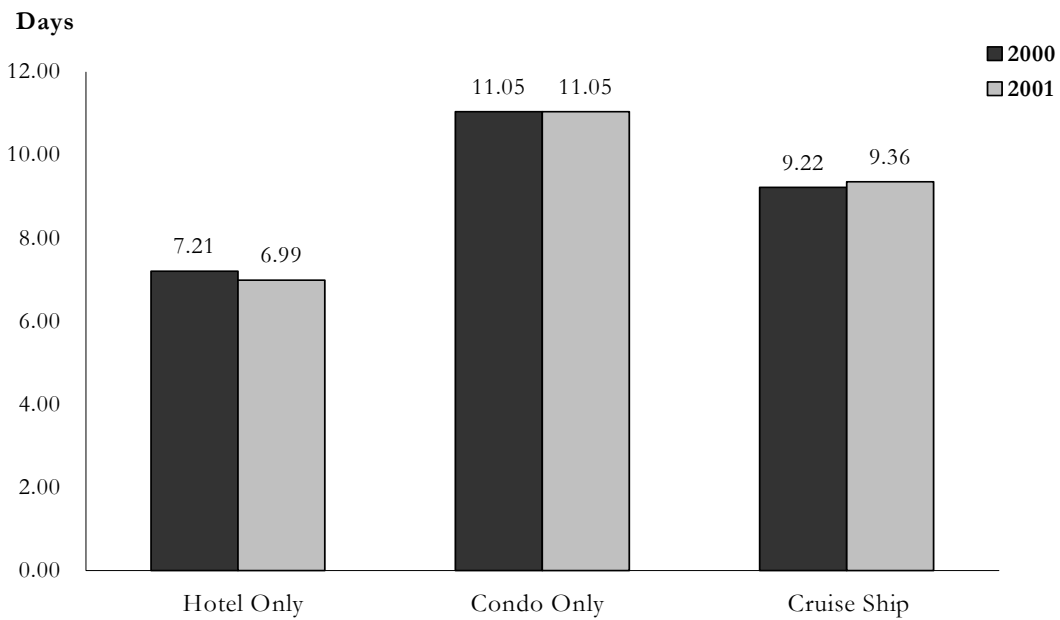
**CRUISE SHIPS:** A total of 135,744 visitors arrived by air to board cruise ships touring the islands in 2001. This was a 49.2 percent jump from the previous year. This increase combined with a longer length of stay (+3.9% to 9.58 days) led to 54.9 percent growth in visitor days. Over 89 percent of the cruise passengers came from the domestic market. More than half (53.0%) were first-time visitors. Besides cruise ships, 31.1 percent of the passengers also stayed in hotels.

**FIGURE 8: 2001 Visitor Arrivals by Accommodation**



Source: DBEDT

**FIGURE 9: Length of Stay by Accommodation: 2001 vs. 2000**



Source: DBEDT

**TABLE 30: Hotel Only Visitor Characteristics: 2001 vs. 2000**

Hotel Only	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	29,055,649	32,269,716	-10.0%	19,026,644	20,841,471	-8.7%	10,029,005	11,428,245	-12.2%
Total Visitors	3,888,880	4,476,867	-13.1%	2,213,039	2,423,672	-8.7%	1,675,841	2,053,195	-18.4%
<b>PARTY SIZE</b>									
One	697,667	757,031	-7.8%	477,195	526,337	-9.3%	220,472	230,694	-4.4%
Two	1,590,273	1,905,562	-16.5%	1,029,097	1,170,254	-12.1%	561,176	735,308	-23.7%
Three or more	1,600,940	1,814,274	-11.8%	706,747	727,081	-2.8%	894,193	1,087,193	-17.8%
Avg Party Size	2.14	2.16	-1.3%	1.89	1.87	1.1%	2.46	2.51	-2.1%
<b>VISIT STATUS</b>									
First-Time	1,754,654	2,120,362	-17.2%	883,677	993,804	-11.1%	870,977	1,126,558	-22.7%
Repeat	2,134,226	2,356,505	-9.4%	1,329,362	1,429,868	-7.0%	804,864	926,637	-13.1%
Average # of Trips	3.57	3.36	6.1%	4.20	4.04	3.8%	2.74	2.56	7.0%
<b>TRAVEL METHOD</b>									
Group Tour	950,108	1,620,029	-41.4%	257,162	312,071	-17.6%	692,946	1,307,957	-47.0%
Package	2,345,882	2,812,541	-16.6%	959,143	1,083,302	-11.5%	1,386,739	1,729,239	-19.8%
Group Tour & Pkg	871,538	1,517,471	-42.6%	209,292	250,804	-16.6%	662,247	1,266,666	-47.7%
True Independent	1,464,429	1,561,767	-6.2%	1,206,026	1,279,103	-5.7%	258,403	282,664	-8.6%
<b>ISLANDS VISITED</b>									
Oahu	2,948,215	3,396,186	-13.2%	1,369,295	1,490,455	-8.1%	1,578,920	1,905,731	-17.1%
Maui County	1,133,495	1,305,685	-13.2%	846,531	967,912	-12.5%	286,964	337,773	-15.0%
...Maui	1,102,568	1,273,679	-13.4%	823,698	941,044	-12.5%	278,870	332,634	-16.2%
...Molokai	25,625	25,214	1.6%	16,607	19,527	-15.0%	9,018	5,687	58.6%
...Lanai	41,245	48,776	-15.4%	34,406	41,855	-17.8%	6,839	6,922	-1.2%
Kauai	465,569	535,322	-13.0%	340,201	392,735	-13.4%	125,368	142,587	-12.1%
Big Island	643,724	739,041	-12.9%	397,811	464,633	-14.4%	245,912	274,408	-10.4%
...Hilo	175,164	183,190	-4.4%	102,005	111,627	-8.6%	73,159	71,563	2.2%
...Kona	567,850	647,128	-12.3%	349,841	410,535	-14.8%	218,009	236,594	-7.9%
<b>LENGTH OF STAY</b>									
Oahu (days)	5.93	5.70	4.1%	6.65	6.46	2.9%	5.31	5.10	4.0%
Maui (days)	5.68	5.42	4.8%	6.34	6.22	2.1%	3.71	3.16	17.6%
Molokai (days)	3.80	4.40	-13.8%	4.68	5.12	-8.6%	2.16	1.93	12.1%
Lanai (days)	4.78	4.77	0.1%	5.12	5.05	1.4%	3.08	3.12	-1.2%
Kauai (days)	4.78	4.67	2.5%	5.69	5.56	2.3%	2.34	2.21	5.8%
Big Island (days)	5.14	4.97	3.5%	6.18	6.03	2.5%	3.47	3.18	9.0%
...Hilo (days)	3.22	3.14	2.3%	3.87	3.91	-1.0%	2.30	1.94	18.5%
...Kona (days)	4.80	4.77	0.6%	5.90	5.76	2.5%	3.04	3.06	-0.8%
Statewide (days)	7.47	7.21	3.7%	8.60	8.60	0.0%	5.98	5.57	7.5%
<b>ACCOMMODATIONS</b>									
Hotel	3,888,880	4,476,866	-13.1%	2,213,039	2,423,672	-8.7%	1,675,841	2,053,195	-18.4%
...Hotel Only	3,888,880	4,476,866	-13.1%	2,213,039	2,423,672	-8.7%	1,675,841	2,053,195	-18.4%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	3,131,386	3,616,419	-13.4%	1,688,652	1,785,540	-5.4%	1,442,734	1,830,879	-21.2%
...Honeymoon	410,660	543,800	-24.5%	175,290	198,820	-11.8%	235,370	344,980	-31.8%
MC&I (Net)	360,765	494,781	-27.1%	280,907	387,184	-27.4%	79,858	107,596	-25.8%
...Convention/Conf.	208,796	306,530	-31.9%	169,559	250,414	-32.3%	39,237	56,116	-30.1%
...Corp. Meetings	82,358	101,170	-18.6%	66,104	82,865	-20.2%	16,254	18,305	-11.2%
...Incentive	74,191	92,986	-20.2%	48,325	58,169	-16.9%	25,867	34,817	-25.7%
Other Business	150,528	163,130	-7.7%	125,871	136,850	-8.0%	24,657	26,280	-6.2%
Visit Friends/Relatives	82,551	88,382	-6.6%	60,531	66,549	-9.0%	22,020	21,834	0.9%
Government/Military	45,386	46,298	-2.0%	33,912	34,691	-2.2%	11,475	11,606	-1.1%
Attend School	7,012	5,521	27.0%	3,420	3,295	3.8%	3,591	2,226	61.3%

Source: DBEDT

**TABLE 31: Condo Only Visitor Characteristics: 2001 vs. 2000**

Condo Only	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	9,941,476	10,705,821	-7.1%	7,840,827	8,765,286	-10.5%	2,100,649	1,940,535	8.3%
Total Visitors	872,162	969,034	-10.0%	688,495	776,976	-11.4%	183,667	192,058	-4.4%
<b>PARTY SIZE</b>									
One	120,914	131,541	-8.1%	101,431	112,908	-10.2%	19,483	18,633	4.6%
Two	337,168	390,006	-13.5%	288,014	334,468	-13.9%	49,154	55,538	-11.5%
Three or more	414,080	447,487	-7.5%	299,050	329,600	-9.3%	115,030	117,887	-2.4%
Avg Party Size	2.26	2.25	0.6%	2.15	2.15	0.3%	2.65	2.64	0.3%
<b>VISIT STATUS</b>									
First-Time	213,060	254,259	-16.2%	163,894	192,453	-14.8%	49,166	61,805	-20.5%
Repeat	659,102	714,775	-7.8%	524,601	584,523	-10.3%	134,501	130,253	3.3%
Average # of Trips	5.63	5.46	3.2%	5.85	5.63	3.9%	4.80	4.75	1.2%
<b>TRAVEL METHOD</b>									
Group Tour	43,986	65,520	-32.9%	15,773	19,965	-21.0%	28,213	45,555	-38.1%
Package	254,803	314,223	-18.9%	179,721	230,218	-21.9%	75,082	84,005	-10.6%
Group Tour & Pkg	35,641	57,713	-38.2%	11,682	15,260	-23.4%	23,959	42,453	-43.6%
True Independent	609,015	647,004	-5.9%	504,683	542,053	-6.9%	104,331	104,951	-0.6%
<b>ISLANDS VISITED</b>									
Oahu	318,663	352,091	-9.5%	195,082	220,178	-11.4%	123,581	131,912	-6.3%
Maui County	454,748	506,518	-10.2%	385,277	440,484	-12.5%	69,471	66,034	5.2%
...Maui	447,965	498,425	-10.1%	379,682	433,287	-12.4%	68,284	65,137	4.8%
...Molokai	12,461	9,523	30.9%	7,151	8,380	-14.7%	5,310	1,142	364.8%
...Lanai	8,202	8,784	-6.6%	6,228	7,625	-18.3%	1,975	1,159	70.4%
Kauai	155,203	180,537	-14.0%	138,415	165,587	-16.4%	16,788	14,950	12.3%
Big Island	125,804	145,912	-13.8%	107,662	128,807	-16.4%	18,142	17,106	6.1%
...Hilo	24,388	23,765	2.6%	18,439	20,696	-10.9%	5,950	3,069	93.9%
...Kona	112,287	134,468	-16.5%	98,586	119,033	-17.2%	13,701	15,435	-11.2%
<b>LENGTH OF STAY</b>									
Oahu (days)	9.32	8.50	9.7%	9.01	8.49	6.2%	9.81	8.51	15.3%
Maui (days)	9.73	9.44	3.0%	9.74	9.52	2.4%	9.67	8.96	7.9%
Molokai (days)	5.74	7.66	-25.0%	7.96	8.04	-1.0%	2.76	4.87	-43.4%
Lanai (days)	5.88	5.29	11.1%	7.11	5.14	38.2%	2.01	6.29	-68.1%
Kauai (days)	8.44	8.60	-1.9%	8.67	8.60	0.9%	6.51	8.63	-24.6%
Big Island (days)	9.23	9.00	2.5%	9.84	9.45	4.1%	5.56	5.59	-0.6%
...Hilo (days)	5.39	4.98	8.2%	6.03	5.35	12.7%	3.39	2.47	37.3%
...Kona (days)	9.14	8.89	2.8%	9.62	9.30	3.5%	5.64	5.69	-0.8%
Statewide (days)	11.40	11.05	3.2%	11.39	11.28	0.9%	11.44	10.10	13.2%
<b>ACCOMMODATIONS</b>									
Condo	872,162	969,034	-10.0%	688,495	776,976	-11.4%	183,667	192,058	-4.4%
...Condo Only	872,162	969,034	-10.0%	688,495	776,976	-11.4%	183,667	192,058	-4.4%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	792,599	888,637	-10.8%	626,249	710,091	-11.8%	166,350	178,546	-6.8%
...Honeymoon	35,330	44,264	-20.2%	29,654	35,340	-16.1%	5,675	8,924	-36.4%
MC&I (Net)	18,252	21,437	-14.9%	14,979	18,012	-16.8%	3,274	3,425	-4.4%
...Convention/Conf.	12,498	15,003	-16.7%	10,659	13,075	-18.5%	1,839	1,928	-4.6%
...Corp. Meetings	4,087	3,665	11.5%	3,261	3,441	-5.2%	826	224	269.0%
...Incentive	1,758	2,888	-39.1%	1,131	1,614	-30.0%	627	1,273	-50.7%
Other Business	17,634	17,998	-2.0%	15,186	16,001	-5.1%	2,448	1,997	22.6%
Visit Friends/Relatives	27,077	31,607	-14.3%	24,251	26,839	-9.6%	2,825	4,767	-40.7%
Government/Military	2,535	2,715	-6.7%	2,060	2,463	-16.3%	474	252	88.1%
Attend School	1,008	1,084	-7.1%	588	702	-16.3%	420	382	9.8%

Source: DBEDT

**TABLE 32: Cruise Ship Visitor Characteristics<sup>1/</sup>: 2001 vs. 2000**

Cruise Ship	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	1,300,176	839,233	54.9%	1,111,867	708,976	56.8%	188,309	130,257	44.6%
Total Visitors	135,744	91,001	49.2%	121,472	76,651	58.5%	14,272	14,350	-0.5%
<b>PARTY SIZE</b>									
One	23,105	17,788	29.9%	20,219	13,933	45.1%	2,885	3,855	-25.2%
Two	79,696	51,898	53.6%	72,948	46,424	57.1%	6,748	5,474	23.3%
Three or more	32,943	21,315	54.6%	28,305	16,294	73.7%	4,639	5,021	-7.6%
Avg Party Size	1.91	1.86	2.7%	1.90	1.86	2.5%	1.96	1.88	4.7%
<b>VISIT STATUS</b>									
First-Time	71,936	50,371	42.8%	66,214	43,936	50.7%	5,722	6,435	-11.1%
Repeat	63,808	40,630	57.0%	55,258	32,715	68.9%	8,550	7,915	8.0%
Average # of Trips	2.68	2.59	3.2%	2.55	2.41	5.6%	3.78	3.55	6.2%
<b>TRAVEL METHOD</b>									
Group Tour	32,120	32,066	0.2%	30,793	27,409	12.3%	1,327	4,657	-71.5%
Package	91,035	64,375	41.4%	86,626	57,494	50.7%	4,409	6,881	-35.9%
Group Tour & Pkg	29,201	29,475	-0.9%	28,020	24,932	12.4%	1,181	4,543	-74.0%
True Independent	41,791	24,035	73.9%	32,074	16,680	92.3%	9,717	7,355	32.1%
<b>ISLANDS VISITED</b>									
Oahu	118,977	82,469	44.3%	106,000	69,163	53.3%	12,976	13,306	-2.5%
Maui County	100,177	59,792	67.5%	92,533	56,880	62.7%	7,644	2,912	162.5%
...Maui	98,137	58,817	66.9%	90,665	55,989	61.9%	7,472	2,828	164.2%
...Molokai	14,207	9,392	51.3%	12,530	9,131	37.2%	1,677	261	542.2%
...Lanai	18,677	12,209	53.0%	17,557	11,834	48.4%	1,120	375	198.5%
Kauai	82,398	53,210	54.9%	78,535	50,748	54.8%	3,863	2,462	56.9%
Big Island	89,908	56,739	58.5%	84,542	53,522	58.0%	5,366	3,217	66.8%
...Hilo	76,246	48,361	57.7%	71,462	46,349	54.2%	4,784	2,012	137.7%
...Kona	80,868	51,678	56.5%	76,869	49,102	56.5%	3,999	2,575	55.3%
<b>LENGTH OF STAY</b>									
Oahu (days)	5.25	5.14	2.2%	4.50	4.58	-1.7%	11.36	8.04	41.3%
Maui (days)	2.84	2.56	11.0%	2.78	2.51	10.9%	3.59	3.62	-0.9%
Molokai (days)	1.56	1.75	-11.3%	1.61	1.73	-6.9%	1.17	2.67	-56.3%
Lanai (days)	1.78	1.86	-4.6%	1.78	1.84	-3.2%	1.68	2.53	-33.6%
Kauai (days)	1.66	1.72	-3.6%	1.67	1.70	-1.8%	1.46	2.16	-32.3%
Big Island (days)	2.59	2.66	-2.7%	2.55	2.61	-2.3%	3.13	3.41	-8.2%
...Hilo (days)	1.39	1.40	-0.8%	1.35	1.37	-1.3%	1.94	2.12	-8.5%
...Kona (days)	1.57	1.61	-2.6%	1.55	1.56	-0.3%	1.84	2.59	-29.2%
Statewide (days)	9.58	9.22	3.9%	9.15	9.25	-1.0%	13.19	9.08	45.4%
<b>ACCOMMODATIONS</b>									
Hotel	42,251	31,939	32.3%	37,005	26,614	39.0%	5,245	5,325	-1.5%
Condo	2,715	2,593	4.7%	1,988	1,306	52.2%	727	1,287	-43.5%
Timeshare	1,342	730	83.9%	907	618	46.6%	435	111	291.5%
Apartment	324	760	-57.3%	220	58	281.8%	104	702	-85.2%
Bed & Breakfast	652	830	-21.4%	580	197	194.1%	72	633	-88.6%
Cruise Ship	135,744	91,001	49.2%	121,472	76,651	58.5%	14,272	14,350	-0.5%
Friends or Relatives	998	1,285	-22.4%	910	682	33.4%	88	603	-85.5%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	123,333	81,203	51.9%	114,406	71,790	59.4%	8,927	9,412	-5.2%
...Honeymoon	5,720	3,040	88.2%	5,282	2,331	126.6%	438	709	-38.2%
MC&I (Net)	2,422	2,201	10.0%	1,889	1,627	16.1%	532	574	-7.3%
...Convention/Conf.	1,456	1,477	-1.4%	971	1,212	-19.8%	485	265	82.8%
...Corp. Meetings	413	553	-25.4%	386	191	101.8%	27	362	-92.4%
...Incentive	597	396	50.9%	576	269	114.4%	20	127	-83.9%
Other Business	1,677	2,110	-20.5%	1,589	1,263	25.8%	88	847	-89.6%
Visit Friends/Relatives	7,592	4,862	56.2%	1,665	914	82.2%	5,928	3,948	50.1%
Government/Military	258	418	-38.3%	217	296	-26.8%	41	122	-66.2%
Attend School	366	310	17.9%	319	89	257.0%	47	221	-78.7%

<sup>1/</sup> Visitors arrived in Hawaii by air and boarded ships to cruise around the islands.

Source: DBEDT